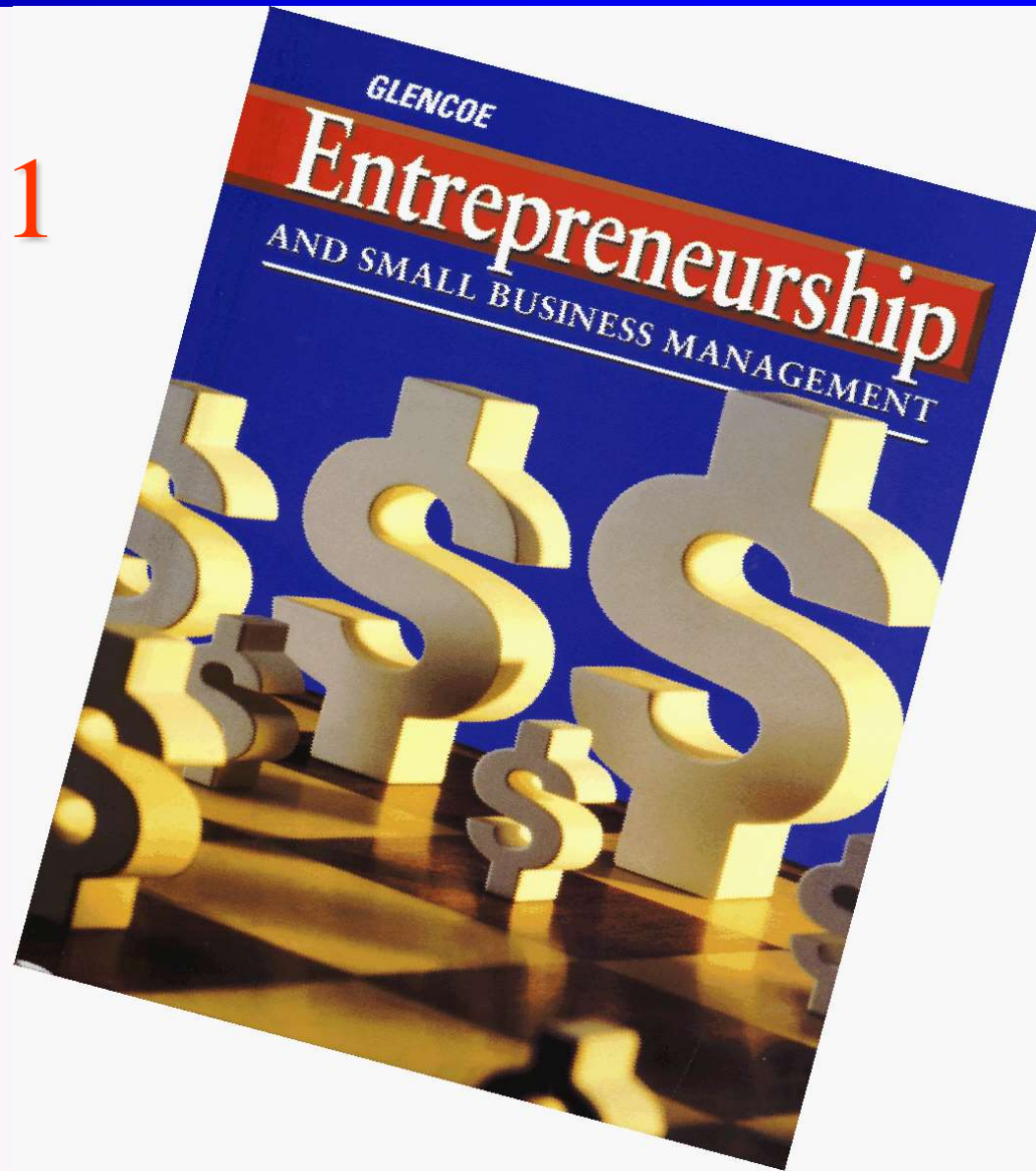


# PowerPoint Presentation

- Section 17.1
- Pages 283-288
- 36 Slides



# I. IMPLEMENTING OPERATIONAL PLANS

A. Operational plans govern  
day-to-day business  
operation.

**B.** Operational plans include productivity issues, and the policies, rules, and staffing concerns.

## II. OPERATING POLICIES, RULES AND REGULATIONS

A. Policies are general  
statements of intent about  
how to run a business.

## 16.1

# From Idea to Product

**B. Rules** tell employees exactly what they should or should not do.

### III. HOURS OF OPERATION

Hours should be set to  
**accommodate** the customer.

## IV. Credit Policies

A. Credit is an important part of pricing strategy.

**B. Credit** is an arrangement in which a business or individual can obtain products in exchange for a **promise** to pay later.



## C. Credit plans include:

1. Bank credit cards
2. Charge accounts
3. Installment plans
4. Financing

## V. THE THREE C's OF CREDIT

A. The three C's of credit is one formula businesses use to determine who is eligible to receive credit.

1. Character - Has the customer demonstrated responsibility in paying bills?

2. Capacity - Does the customer have the ability to pay?
3. Capital - What are the customer's physical and financial assets?

**B.** How much credit is extended will depend on the three C's.

## VI. RETURN/REWORK POLICIES

**A.** A return or rework policy guarantees the quality of goods or services sold.

**B.** A fair return or rework policy helps maintain goodwill.

## VII. DELIVERY POLICIES

- A. Consider whether your business will need a delivery policy.
- B. Will you charge for the service?



- C. Will you limit your service to a certain area?
- D. Your resources and the competition will determine your answers

## VIII. OTHER CUSTOMER SERVICE POLICIES

Consider additional service policies.

A. Handling complaints

B. Servicing what you sell

C. Courtesy to customers

D. Shopping climate

E. Provision of restrooms

F. Response time

G. Warranties

## IX. EMPLOYEE AND CUSTOMER SAFETY

- A. Train employees in safety practices and procedures.
- B. Protect your customers